

OAKLAND CHAMBER OF COMMERCE

INSTITUTE OF GOVERNMENTAL
STUDIES LIBRARY

STANDARD INDUSTRIAL SURVEY SUMMARY REPORT

Outlined by the Statewide Industrial Development Committee NOV 22 1976
California State Chamber of Commerce

Prepared June, 1962

UNIVERSITY OF CALIFORNIA

OAKLAND, ALAMEDA COUNTY, CALIFORNIA

1. **LOCATION:** Oakland, a city with a population of 367,548 in April, 1960, had approximately 370,000 residents as of July 1, 1961. The population in April, 1960 of Alameda County was 908,209 and the July 1, 1961 estimate of Alameda County's population was 939,700. Oakland is a major seaport terminal situated on the mainland shore of San Francisco Bay in the Central Coast Region, 393 miles north of Los Angeles, and 10 miles east of San Francisco at an elevation of 45 feet.

2. **CLIMATE:** U. S. Dept. of Commerce Weather Bureau
Metropolitan Oakland International Airport

Period	Avg. Temp.			Rain (Inches)	Humidity			Prevailing winds: Westerly Mean Hourly Speed: 7.7 mph
	Min.o	Meano	Max.o		4 AM	10 AM	4 PM	
Jan.	38.4	47.2	56.0	3.73	86	74	68	
Apr.	45.3	55.6	65.9	1.34	85	65	59	
Jul.	53.4	62.7	72.0	Trace	88	69	62	
Oct.	48.9	60.0	71.0	.73	84	68	59	
Year	46.7	56.5	66.3	17.39	85	69	62	

3. **TRANSPORTATION:**

Rail: Oakland is the mainland western terminus for the Southern Pacific, Western Pacific and Santa Fe Railroads. (Richmond)

Truck: 551 for-hire trucking companies in Alameda County with more serving the area.

Air: The new jet age Metropolitan Oakland International Airport is the most centrally located airport in the Bay Area being only 12 minutes or 8 miles from downtown Oakland and 35 minutes from downtown San Francisco.

Bus: Alameda-Contra Costa Transit District provides modern air-conditioned local and trans-bay transportation.

Overnight delivery to: Los Angeles, Eureka and Reno

Water: Modern deep water terminals at the Port of Oakland and private facilities accommodate 30 ships.

Highways: U. S. Highways 40 and 50, State 9, 17 and 24

Airports: Metropolitan Oakland International Airport

4. **INDUSTRIAL SITES:** (A) There are approximately 3,900 acres in the city limits zoned for industry; about 200 privately owned acres are vacant and available in parcels ranging in size from 0.5 to 25 acres. The Port of Oakland Industrial Park contains a thousand acres of choice industrial property of which approximately 200 acres are immediately available for lease for periods up to fifty years. An additional total of 100 acres of waterfront property is also available on lease from the Port of Oakland. Typical sales prices of private industrial property during 1961 ranged from \$35,000 to \$80,000 per acre. The terrain is flat. Drainage is good for most of the area. Subsoil is medium textured and alluvial. Piling is required in isolated cases. Size of water mains: 2" to 54" Size of sewer lines: 4" to 42" Interceptors: 105"

Nearest gas lines: On site or available

Nearest electric lines: On site or available

Nearest rail lines: Served by Southern Pacific, Western Pacific and Santa Fe Railroads

*Main entry > Oakland chamber of commerce
[California state chamber of commerce. Statewide industrial
development committee]
Business conditions Oakland
Economic*

4. INDUSTRIAL SITES - Continued

(B) Description of site on or off rail lines, zoned or unzoned, outside city limits or in other tracts or districts: The Alameda County New Industries Committee, Oakland Chamber of Commerce, maintains on a current basis a comprehensive industrial survey containing complete data on industrial sites in Oakland and all of Alameda County. Current aerial photos cover all major industrial areas within the county.

5. INDUSTRIAL WATER SUPPLY:

- a. Name of Supplier: East Bay Municipal Utility District
 b. Maximum pumping capacity: 90 million gal./day. Average consumption 58.3 m.g./d.
 c. Cost per 1,000 gallons in quantities of 100,000 gal. per month - \$.266
 Cost per 1,000 gallons in quantities of 1,000,000 gal. per month - \$.1806

6. GAS, ELECTRIC AND TELEPHONE UTILITY SERVICES:

(Current specific rates and availability of services obtainable upon request from supplier.)

- a. Gas: Name of Supplier: Pacific Gas & Electric Company

Cost of Industrial Gas:

<u>Interruptible Service</u>			<u>Firm Service</u>		
<u>Monthly Delivery Therms*</u>	<u>Average Per Therm</u>	<u>Average Per MCF</u>	<u>Monthly Delivery Therms*</u>	<u>Average Per Therm</u>	<u>Average Per MCF</u>
500,000	4.04¢	44.41¢	500,000	** 5.36¢	58.91¢
100,000	4.64¢	51.02¢	100,000	** 5.40¢	59.35¢
50,000	4.78¢	52.57¢	50,000	** 5.45¢	59.90¢
25,000	4.92¢	54.09¢	25,000	5.51¢	60.62¢
5,000	5.14¢	56.50¢	5,000	5.61¢	61.76¢

* 1 Therm=100,000 B.t.u.

B.t.u. Content Per Cubic Foot: 1100

** Subject to availability

- b. Electric Power: Name of Supplier: Pacific Gas & Electric Company

<u>Av.</u>				<u>Av.</u>			
<u>Maximum Demand</u>	<u>Monthly Usage KWH</u>	<u>Net Mo. Elec. Bill*</u>	<u>Cost Per KWH</u>	<u>Monthly Usage KWH</u>	<u>Net Mo. Elec. Bill*</u>	<u>Cost Per KWH</u>	
5000 KW	1,000,000	\$12,848.80	1.285¢	2,000,000	\$20,664.40	1.033¢	
2500 KW	500,000	\$ 6,661.30	1.332¢	1,000,000	\$10,576.90	1.058¢	
1000 KW	200,000	\$ 2,948.80	1.474¢	400,000	\$ 4,524.40	1.131¢	
500 KW	100,000	\$ 1,596.60	1.597¢	200,000	\$ 2,414.40	1.207¢	
300 KW	60,000	\$ 990.60	1.651¢	120,000	\$ 1,496.40	1.247¢	
150 KW	30,000	\$ 536.10	1.787¢	60,000	\$ 807.90	1.347¢	

*Subject to discount for primary service.

- c. Telephone: Name of Supplier: Pacific Telephone & Telegraph Company

7. POPULATION GROWTH AND TRENDS:

	<u>April 1940</u>	<u>April 1950</u>	<u>April 1960</u>	<u>July 1961</u>
Population in County	513,011	740,315	908,209	939,700
Population in City Limits	302,163	384,575	367,548	370,000*
No. of Occup. Dwelling Units	99,325	128,885	133,843	135,400*
School Enroll. - Grades 1-6 (1)	18,094	24,868	30,652	30,260
No. of Water Connections (2)**	94,731	131,590	157,720	158,262
No. of Electric Meters (3)**	104,592	122,899	140,367	142,654
No. of Telephones (4)**	159,333	286,410	384,131	395,228
No. of Gas Meters**	96,958	119,062	131,933	133,530

*Oakland Chamber of Commerce **December 31 (1) Feb. enrollment figures (2) Includes San Leandro (3) Includes Emeryville and Piedmont (4) Covers Oakland directory area

8. GOVERNMENTAL FACILITIES - TAX AND INSURANCE RATES:

- a. Oakland has the Council-Manager type of government. Assessed valuation 1961-62 was \$645,609,750.
- b. Combined total property tax rates 1961-62 per \$100 assessed value: Actual City \$2.86, multiplied by the ratio of city assessment to county assessment of (1.00) equals adjusted City \$2.86, County \$2.30, School and Other \$4.46, Adjusted Total \$9.62
- c. County and/or City Sales Tax: Rate 1% State of California: 3%
- d. Police Department: There are 759 personnel on the police force, 194 automobiles, 87 motorcycles, one station, eight divisions and a training academy.
- e. Fire Department: Oakland maintains 107 pieces of equipment, including a fire boat. There are a total of 684 employees, including 25 civilian personnel, 27 stations, a drill tower and regular offices in the City Hall. Twelve new stations were recently constructed.
- f. Insurance Classification: City - 3
- g. Sewer System: Capacity: 291 million gal/day. Peak flow: 291 m.g./d. Service to Fringe Areas - Adequately served by other sanitary districts.
- h. New projects authorized for improvement of city services: The City's General Neighborhood Renewal Plan contract with the Federal Housing and Home Finance Agency presently includes the Acorn and Oak Center Projects scheduled to start in 1963 with a 28-block corridor operation between West Oakland and the central shopping area. The City is in the final stages of adopting an off-street parking capital improvement program developed from parking meter funds. A joint project of the City and County in a new Hall of Justice will be completed in 1962. The \$17.5 million Jet Age Airport being constructed by the Port of Oakland will be completed in 1962. The City and County are also entering into a joint project to build a \$25 million coliseum complex across the Nimitz Freeway from the new Metropolitan Oakland International Airport. Oakland is constructing a \$6 million Art and Museum Center near Lake Merritt with bond funds approved by the voters.

9. THE ALAMEDA COUNTY LABOR MARKET AREA - JULY, 1960: State Department of Employment

- A. Area includes: City of Oakland and the remainder of Alameda County
 - B. Estimated population: 939,700 (July 1, 1961)
 - C. Estimated employment: 346,800
 - a. Agriculture: 5,700
 - b. Mining: --
 - c. Construction: 22,300
 - d. Manufacturing: 79,000
 - e. Transp. Comm. & Util: 27,700
 - f. Trade (Whlse. & Ret.): 77,600
 - g. Finance: 14,500
 - h. Service: 54,700
 - i. Government: 64,000
 - j. All Other: 1,300
- Food manufacturing employment:
- | | |
|--------------|------------------|
| Low: 3,000 | Month: February |
| High: 10,000 | Month: September |

10. OTHER CHARACTERISTICS OF THE LABOR FORCE:

Extent of unionization: Oakland is highly unionized with nearly 100 active unions covering practically all occupations important to the community. Manufacturing as well as construction is strongly organized but in many industries an employer may hire non-union workers who, if satisfactory, must join the union within 30 days. Finance, real estate, insurance and government workers are the largest non-union groups.

11. WAGE RATES:

Local wage rate information may be obtained from the local Chamber of Commerce or from the office of the State Department of Employment located in Oakland.

For information on union contract wage rates and provisions and for collective bargaining provisions, the source is the State Department of Industrial Relations, Division of Labor Statistics and Research, 445 Golden Gate Avenue, San Francisco 2, California.

12. HOUSING AVAILABILITY, PRICES AND RENTALS:

Rentals for one and two bedroom apartments and duplexes range between \$65 and \$150 per month. Rentals for two and three bedroom houses range between \$85 and \$200 per month. Sales prices of existing homes were from \$9,500 to \$30,000 during 1961. There are many suburban residential areas within 5 to 15 miles of Oakland offering homes priced from \$12,000 to \$50,000. There are 11 hotels with 1,664 rooms and 49 motels in the area with 1,405 rooms.

13. COMMUNITY FACILITIES:

Oakland has nine general hospitals with a bed capacity of 3,261. Other medical facilities include a maternity and specialized children's hospital, 657 physicians and surgeons and 328 dentists. Educational facilities include 68 elementary schools, 16 junior high schools and 6 high schools, the University of California in Berkeley, Oakland City College, Mills College for Women, California College of Arts and Crafts, College of Holy Names, Concordia College, Chabot Junior College in San Leandro and Alameda County State College in Hayward. There are 300 churches, 25 libraries, 2 newspapers and 8 commercial banks with numerous branches. Recreational and cultural facilities include 28 theaters, 31 parks, 69 playgrounds and the Oakland Art Museum, Oakland Public Museum, Snow Museum, Junior Center of Arts and the Eastbay Children's Theater. Outstanding yearly events include California Spring Garden and Home Show, Holiday Decorations Program, Jack London Square Art Festival and California Writer's Conference, Woodminster Light Opera Series, Oakland Community Concert Series, Oakland Gala Concert Series, Oakland Symphony & Chorus, Little Theater Groups, including the London Circle Players. Other yearly events include the National Roadster and Sportscar Show and the Oakland Dog Show. Nearby are the East Bay Regional Parks, Lake Merritt, Peralta Playground, Children's Fairyland and historic Jack London Square. Research institutions in the area include Survey Research Center, University of California; Lawrence Radiation Laboratory, U. C. Berkeley and Livermore and Western Regional Research Laboratory, U. S. Department of Agriculture, Albany.

14. MANUFACTURING:

There are 1,551 manufacturing plants in Alameda County and approximately 825 in the City of Oakland. Leading group classes of products are: processed foods, passenger cars and trucks, office equipment, tin and glass containers, calculating machines, fabricated metal products, floor coverings, chemicals, paints, printing and publishing.

The six largest manufacturing firms in the city are:

(Does not include large food packers where employment is seasonal.)

<u>Name of Company</u>	<u>Employment</u>	<u>Products</u>
General Motors Corp.	3050-3250	Passenger cars and trucks
Owens-Illinois	1400-1750	Glass containers
Marchant Calculators Div.		Mechanical calculators,
Smith-Corona Marchant Inc.	1200-1400	data processing systems
Tribune Publishing Co.	1300-1399	Newspaper publishing
Continental Can Co.	750-975	Glass and tin containers
Gerber Products Co.	500-900	Baby foods

Facilities include 42 machine shops, 7 grey iron foundries, 7 steel foundries, 15 non-ferrous metal foundries, and 16 public warehouses.

15. NON-MANUFACTURING EMPLOYMENT:

<u>Name of Company</u>	<u>Employment</u>	<u>Type of Business</u>
Pacific Telephone Co.	4500-5000	Utility service
Kaiser Industries	4250-4800	World headquarters
Oakland Naval Supply Center	5000	Navy supply depot

Survey by Research Division, Oakland Chamber of Commerce, in cooperation with the Statewide Industrial Development Committee, California State Chamber of Commerce.

Reviewed by the California State Chamber of Commerce, June, 1962.